

FASH 139 Course Outline as of Fall 2023

CATALOG INFORMATION

Dept and Nbr: FASH 139

Title: FASHION ENTREPRENEURSHIP

Full Title: Fashion Entrepreneurship

Last Reviewed: 9/26/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: FASH 58

**Catalog Description:**  
Students will investigate the process for developing a fashion product from concept to consumer and the steps required to launch a fashion enterprise.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Students will investigate the process for developing a fashion product from concept to consumer and the steps required to launch a fashion enterprise. (Grade or P/NP)  
Prerequisites/Corequisites:  
Recommended: Eligibility for ENGL 100 or ESL 100  
Limits on Enrollment:  
Transfer Credit:  
Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>

<b>IGETC:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
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<b>CSU Transfer:</b>	<b>Effective:</b>	<b>Inactive:</b>
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<b>UC Transfer:</b>	<b>Effective:</b>	<b>Inactive:</b>
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**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Demonstrate knowledge of the terminology and manufacturing processes used in the fashion industry.
2. Develop a business and marketing plan for starting a fashion enterprise.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Explain the legal aspects of business ownership and identify the parameters of a successful business.
2. Analyze the market viability of a design or product concept.
3. Establish the costs for production of a fashion product.
4. Explain the role of accountants, enrolled agents, bookkeepers, attorneys, Service Core of Retired Executives (SCORE), and the Small Business Association (SBA).
5. Identify the functions of a trademark, a registered trade name, a copyright, and a patent.
6. Identify methods of payment to manufacturers, contractors, and suppliers.

### **Topics and Scope:**

#### **I. Evaluating the Product or Service Idea**

- A. Entrepreneurial quotient
- B. Market research
- C. Product research
- D. Initial sourcing and costing

#### **II. Defining and Protecting the Company, Product, and Brand**

- A. Business plan
- B. Brand identity and logo
- C. Protecting your identity, trademark, copyright, patent
- D. Business structures: sole proprietorship, partnership, or corporation
- E. Business licenses, permits, and sales tax
- F. The support team: accountants, enrolled agents, bookkeepers, attorneys, SCORE, SBA

#### **III. Product Design**

- A. Product line development
- B. Prototype, patterns, and pattern makers
- C. Sourcing fabric and trim
- D. Manufacturing services, licenses, and registration
- E. Contractors vs. in-house production
- IV. Costing
  - A. Initial costing based on time and material
  - B. Cost sheets
- V. Sales, Marketing and Promotion
  - A. Selling seasons
  - B. Line sheets and samples
  - C. Social media
  - D. Direct and indirect sales, sales reps, road sales, and trade shows
  - E. Sales and marketing plan
- VI. Manufacture and Production
  - A. How to decide what and how much to manufacture
  - B. The basic steps to manufacture what you have sold
  - C. Quality control
- VII. Distribution, Sales, and Payment
  - A. Inventory management
  - B. Shipping
  - C. Collecting your money

### Assignment:

1. Reading (15-25 pages per week)
2. Notebook of inspiration and resources to turn a fashion design idea into profit
3. Oral report on business, marketing, or production related issues
4. Write a business and marketing plan
5. Class Project: Propose, sample, and cost a potential fashion product from concept to consumer
6. Written assignments, such as summaries/responses (4-5, Total word count 1000-1250)
7. Tests (2-4)

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Business and marketing plan, written assignments
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Writing 10 - 25%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Business and marketing plan, class project, oral report, and notebook.
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Problem solving 35 - 60%
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**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

Tests

Exams  
15 - 20%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and class participation

Other Category  
15 - 20%

**Representative Textbooks and Materials:**

Guide to Fashion Entrepreneurship, The Plan, The Product, The Process. Carr, Melissa G. and Newell, Lisa Hopkins, Fairchild Books: 2014 (Classic)